

ABSTRACT OF THE DISCLOSURE

A survey data collection system and method wherein a question to be presented in a survey is assigned a unique identification code. Relevant potential answers to the question are each assigned unique answer codes. A question choice
5 record is created to associate the unique identification code assigned to the question with the answer codes assigned to each of the relevant potential answers. Based upon the question choice record, each time the question is presented to a survey participant, the relevant answers associated with the question via the question choice record will be presented as potential answers to the presented question.